Amendments to the Claims

1. (Canceled)

2. (Canceled)

3. (Currently Amended) A method of coloring a paper, polymeric film, or textile substrate comprising the steps of

(a) providing a substrate selected from the group consisting of paper article, polymeric film, and a textile article;

(b) contacting at least a portion of said substrate with a black gravure ink solution comprising at least one polymeric colorant toner component exhibiting a λ_{max} absorption measurement between about 550 and 610 nm and comprising a nonionic chromophore component, at least one black coloring component selected from the group consisting of at least one black pigment, at least one black dyestuff, and a mixture of both, at least one solvent, and at least one resin component; and

(c) heating said contacted substrate to a temperature and for a period of time sufficient to effectively fix said ~~compound~~ black gravure ink solution to the surface of said substrate.

4. (Original) The method of Claim 3 wherein said solvent is toluene and said polymeric colorant toner component exhibits a λ_{max} absorption measurement between about 560 and 580 nm.

5. (Currently Amended) A printed substrate having a printed surface, the printed substrate comprising a substrate material selected from the group consisting of a textile, a polymeric film, and a paper, ~~a portion of which is contacted with a black gravure ink composition~~ the printed substrate further comprising a black gravure ink composition printed across at least a portion of the substrate material to define the printed surface, the black gravure ink composition comprising at least one coloring agent selected from the group consisting of at least one black pigment, at least one black dyestuff, and a mixture of both, at least one solvent, at least one resin, and at least one toner component, wherein, when measured under CIELAB standards, and at a brightness level (L*) of at least 26, said ink exhibits a hue angle (h) of at most 42.

6. (Original) The printed substrate of Claim 5 wherein said ink exhibits a hue angle of at most 40.

7. (Original) The printed substrate of Claim 6 wherein said ink exhibits a hue angle of at most 36.

8. (Currently Amended) The ~~ink composition~~ printed substrate of Claim 7 wherein said ink exhibits a hue angle of at most 32.

9. (Currently Amended) A printed substrate having a printed surface, the printed substrate comprising a substrate material selected from the group consisting of a textile, a polymeric film, and a paper, ~~a portion of which is contacted with a black gravure ink composition~~ the printed substrate further

comprising a black gravure ink composition printed across at least a portion of the substrate material to define the printed surface, the black gravure ink composition comprising at least one coloring agent selected from the group consisting of at least one black pigment, at least one black dyestuff, and a mixture of both, at least one solvent, at least one resin, and at least one toner component, wherein when measured under CIELAB standards, and at a brightness level (L*) of at least 26, said ink exhibits an a* level of at most 1.4, a b* level of at most 0.7, and a hue angle (h) of at most 50.

10. (Original) The printed substrate of Claim 9 wherein said ink exhibits a hue angle (h) of at most 42.

11. (Original) The printed substrate of Claim 10 wherein said ink exhibits a hue angle (h) of at most 40.

12. (Original) The printed substrate of Claim 11 wherein said ink exhibits a hue angle of at most 36.

13. (Original) The printed substrate of Claim 12 wherein said ink exhibits a hue angle of at most 32.